

Declaration and Power of Attorney

As below-named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe that I am the original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled **Media Data Use Measurement With Remote Decoding/Pattern Matching** (File No. 03382-P0043A ELF), the specification of which is attached hereto.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above. To the best of my knowledge, information, and belief the facts stated therein are true.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, §1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign applications for patent or inventor's certificate listed below and have also identified below any foreign applications for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

None

I hereby claim the benefit under Title 35, United States Code, §120 of the following United States application(s) listed below, and insofar as the subject matter of each of the claims of this Application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, §1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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Declaration and
Power of Attorney
Applicant:

I hereby appoint Eugene L. Flanagan III, Registration No. 27,634, of ST.ONCE STEWARD JOHNSTON & REENS LLC; 986 Bedford Street; Stamford, Connecticut 06905-5619; Telephone (203) 324-6155, with full power of substitution, association and revocation, as attorney(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Please direct all telephone calls and correspondence to Eugene L. Flanagan III at the above address and telephone number.

Full name of first inventor:

Ronald S. Kolessar

Inventor's signature

Ronald S. Kolessar
June 28, 2001

Date:

Residence:

5953 Sandy Ridge Court
Elkridge, MD 21075

Citizenship:

A citizen of the United States of America

Post Office Address:

5953 Sandy Ridge Court
Elkridge, MD 21075

Assignment

WHEREAS, I, Ronald S. Kolessar, a citizen of the United States of America, reside at 5953 Sandy Ridge Court, Elkridge, Maryland 21075, have made certain inventions or discoveries (or both) as set forth in an application for Letters Patent of the United States of America, entitled **Media Data Use Measurement With Remote Decoding/Pattern Matching**, which application is being filed herewith;

WHEREAS, Arbitron Inc., a corporation organized and existing under the laws of the State of Delaware, and having an office and place of business at 9705 Patuxent Woods Drive; Columbia, MD 21046, and, together with its successors and assigns is hereinafter called "Assignee", and is desirous of acquiring the title, rights, benefits and privileges hereinafter recited:

NOW THEREFORE, for valuable consideration furnished by Assignee to me, receipt and sufficiency of which I hereby acknowledge, I hereby, without reservation:

1. Assign, transfer and convey to Assignee the entire right, title and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;
2. Authorize Assignee to file patent applications in any or all countries on any or all of said inventions and discoveries in my name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise;
3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patents to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;
4. Warrant that I have not knowingly conveyed to others any right in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that I have good right to assign the same to Assignee without encumbrance;

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Assignment
Applicant:

5. Bind my heirs, legal representatives and assigns, as well as myself, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to me or them, all acts reasonably serving to assure that the said inventions and discoveries, the said patent applications and the same could have been held and enjoyed by me, my heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents, including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to me relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in my control or in the control of my heirs, legal representatives or assigns, which may be useful for establishing the facts of my conceptions, disclosures, and reduction to practice of said inventions and discoveries.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal.

June 26, 2001
Date

Ronald S. Kolessar
Ronald S. Kolessar

Declaration of Witness

I declare that I was personally present and did see , who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at Columbia , Maryland, USA, on 6/28/2001.

D. J. Lanley
Signature of Witness

Daniel J. Lanley
Name of Witness